

Combining persona characteristics from our various sources



1. **Persona 1: Faithful Planner**

- a. **Name:** Emily Johnson
- b. **Age:** 34
- c. **Tech Savviness:** Moderate
- c. **Occupation:** Stay-at-home mom
- d. **Demographics:** Lives in a Utah County suburb, married with three kids under 12
- e. **Goals:**
  - i. Prioritizes temple attendance with her spouse.
  - ii. Values tools that streamline scheduling for her busy life.
- f. **Pain Points:**
  - i. Frustrated by unclear availability at her local temple.
  - ii. Finds it hard to plan when availability is constantly changing.



## 2. Persona 2: Spontaneous Devotee

- a. **Name:** Michael Rodriguez
- b. **Age:** 22
- c. **Tech Savviness:** Moderate
- c. **Occupation:** College student
- d. **Demographics:** Single, lives in Provo, flexible schedule
- e. **Goals:**
  - i. Enjoys attending the temple regularly but without planning more than a day or two in advance.
  - ii. Seeks spiritual growth and peace amidst a busy schedule.
- f. **Pain Points:**
  - i. Finds it inconvenient to arrive only to discover the temple is at capacity.
  - ii. Would prefer to see all available times instead of all appointments (full or available).
  - iii. Frustrated by unclear availability at his local temple.

Journey Map:

<https://www.figma.com/board/GBOPIVfpvsu4PsuNy0MfDa/Milestone-%231?node-id=0-1&t=LZPFk8SrXGdJsWhP-1>

Problem Statement:

- **As a** \_\_\_\_\_(describe persona), **I want** \_\_\_\_\_ (key functionality of website) **so that** \_\_\_\_\_(main benefit that will come to user).